

**ABSTRACT****The efforts to increase VIP Room utilization based on marketing 3.0 at Muhammadiyah Gresik Hospital**

The Gresik Muhammadiyah Hospital (GMH) Bed Occupancy Rate (BOR) of 34% in 2014 and VIP admission rate of 1 (one) patient per day in 2012 indicate a low inpatient service utilization rate. The objective of this research is to formulate a recommendation for a Marketing 3.0 based GMH VIP room utilization improvement effort. This research is a cross-sectional observation. Community members who experience GMH VIP inpatient services during March through April 2014 comprise the research population. A Total Population sampling technique is utilized. A questionnaire is utilized as research instrument. SPSS 13 is utilized during data analysis. The research findings reveal GMH marketing policies are consistent with Marketing 3.0 and satisfaction in the GMH inpatient services in terms of Function, Emotion, and Spirit is not being fulfilled. In terms of satisfaction, it is revealed that: (1) in the Mind aspect, personnel quality is low and there are no in-house specialist, (2) in the Heart aspect, communication with physicians is difficult and responsiveness is low, and (3) in the Spirit aspect, trust is low due to services by personnel not being deemed sincere. In terms of Customer Value, the Functional and Emotional Values of the GMH VIP inpatient services are inadequate. The recommendation formulated is to: (1) increase responsibility as Competitive Advantage by implementing the GMH mission, vision, and values coupled by periodic monitoring and evaluation, and (2) consistently improve service quality whether in terms of service process, personnel, physical infrastructure, or medical equipment.

**Keywords:** satisfaction, utilization, inpatient care, marketing 3.0